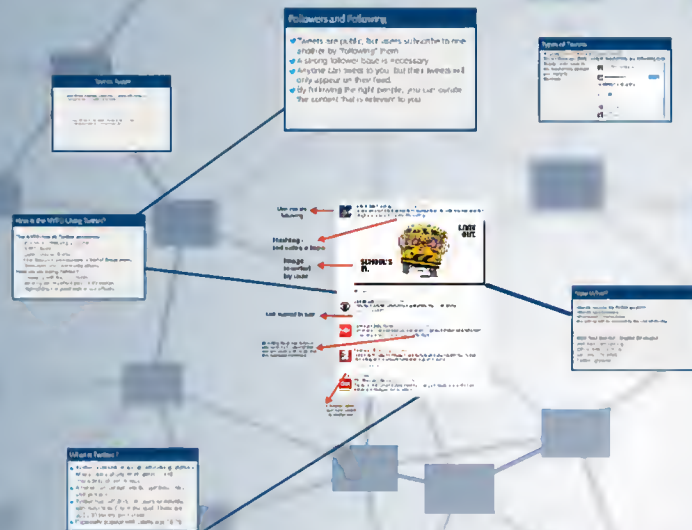


Twitter 101





September 8, 2014 DCSI



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What is Twitter ?

-  Twitter is an online social networking platform where users share information in 140 characters of text or less.
-  A tweet can contain words, symbols, links and pictures.
-  Twitter has 645,000,000 users worldwide, with New York City in the lead. There are 350,000 tweets per minute.
-  Especially popular with adults age 18-29.

How is the NYPD Using Twitter?

The NYPD has 26 Twitter accounts:

- 20 Precinct/Housing accounts.
- NYPD News.
- Commissioner Bratton.
- First Deputy Commissioner, Chief of Department, Detectives and Community Affairs.

How are we using Twitter?

- Engaging with the community.
- Sending out important public information.
- Highlighting the good work of our officers.

Text vs. Tweet

Beautiful day in Brooklyn! Happy to be cycling with friends from Transportation Alternatives in BedStuy.

Beautiful day in #Brooklyn! Happy to be #cycling with friends from @TransAlt in #BedStuy.

Followers and Following

- 🐦 Tweets are public, but users subscribe to one another by "following" them.
- 🐦 A strong follower base is necessary.
- 🐦 Anyone can tweet to you, but their tweets will only appear on their feed.
- 🐦 By following the right people, you can curate the content that is relevant to you.

user you are following

hashtag - indicates a topic

Image inserted by user

Image inserted by user

the @ sign before a name I am "tagging" that person or her that has been mentioned



NYPD 112th Precinct @NYPD112Pct · 26m

Schools are open and that means #BacktoSchoolNYC Motorists must stop for red lights on a school bus #RedMeansStop!

SCHOOL'S IN.



LOOK OUT.

Expand



CBS News @CBSNews · 28m

Democratic senator condemns investigation into IRS targeting [cbsn.ws/1xmdj0S](https://www.cbsn.ws/1xmdj0S)

Expand



New York Daily News @NYDailyNews · 28m

Say cheese: The next time you see an @NYPDnews officer, he or she may be wearing a body camera. [nydn.ws/1o6By9J](https://www.nydailynews.com/1o6By9J)

View summary



New York Post @nypost · 29m

"This is how Marie Antoinette would have lived if she had money." A look inside Joan Rivers' opulent penthouse: [nyp.st/1oNOrVI](https://www.nypost.com/1oNOrVI)

View summary



Retweeted by CNN



CNN Breaking News @cnnbrk · 33m

The issue that forced a plane carrying military contractors to land in Iran appears to be resolved. [cnn.it/1pUaikv](https://www.cnn.it/1pUaikv)

Expand

User you are following



NYPD 112th Precinct · NYPD112Pct · 26m

Schools are open and that means [#BacktoSchoolNYC](#) Motorists must stop for red lights on a school bus [#RedMeansStop!](#)

Hashtag - indicates a topic

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SCHOOL'S IN.



LOOK OUT.

Expand

Link inserted by user



CBS News · @CBSNews · 28m

Democratic senator condemns investigation into IRS targeting [cbsn.ws/1xmdj05](https://www.cbsnews.com/news/1xmdj05)

Expand



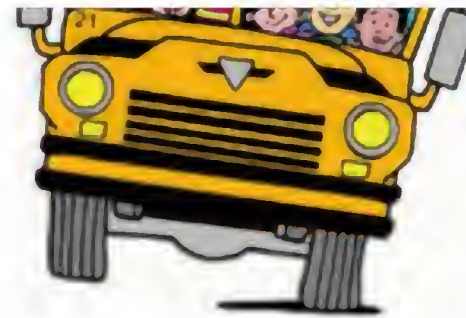
New York Daily News · NYDailyNews · 28m

Say cheese: The next time you see an [@NYPDnews](#) officer, he or she may be wearing a body camera. [cbsn.ws/1xmdj05](#)

indicates a topic

Image
inserted
by user

**SCHOOL'S
IN.**



Expand



CBS News @CBSNews · 28m

Democratic senator condemns investigation into IRS targeting
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New York Daily News NYDailyNews · 28m

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New York Post nypost · 29m

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View summary



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CNN Breaking News cnnbrk · 33m

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Expand

Link inserted by user

By adding the @ sign before a user name, I am "tagging" that user and alerting him or her that they have been mentioned

A Retweet is when a user shares content by another user.

Link inserted by user



New York Daily News @NYDailyNews · 28m

Say cheese: The next time you see an @NYPDnews officer, he or she may be wearing a body camera. nypd.us/1o6By9J



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A Retweet is when a user shares content by another user.

Now What?

How do I access my Twitter account?

How do I get followers?

What should I tweet about?

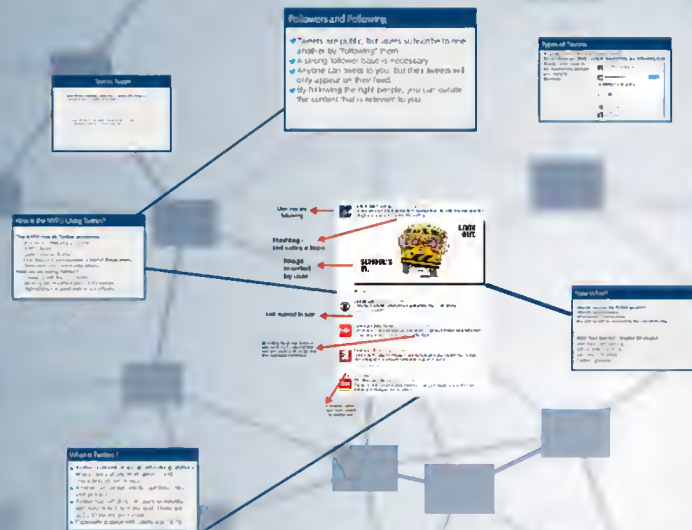
Everything will be covered by the end of the day...

ASA Yael Bar-tur - Digital Strategist

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cell: [REDACTED]

Twitter: [REDACTED]



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